AMENDMENTS TO THE SPECIFICATION

Please amend the specification as follows.

Please replace paragraph beginning on page 20, line 6 with the following paragraph:

If, however, information server **203** determines in block **303** that the requested information page/directory does not exist, processor(s) **202** implementing information server **203** determine whether the received request includes a resource identifier comprised of an industry standard product identifier (ISPID), block **304**. In one embodiment, for example, processor(s) **202** implementing information server **203** examine the request for information received in accordance with the HTTP protocol and determine whether the request includes an industry standard product identifier. One example of a request for information containing an industry standard product identifier is presented below in accordance with the HTTP messaging protocol. ; wherein In this example, an MLS identifier (real estate) is used to denote an web page and is provided as a server/resource identifier as follows:

<p style="text-align:center">http://www.homelist.com/BC57402</p>

In accordance with the above HTTP example, www.homelist.com represents the domain name which uniquely identifies the target server (e.g., server **108**), while BC57402 is a resource identifier comprised of an ISPID denoting the requested information page, which in this example does not exist prior to receiving the request. In accordance with the teachings of the present invention, however, processor(s) **202** implementing information server **203**, upon determining that the requested information page does not exist, determines that the requested information page denotes an industry standard product identifier (MLS code) which uniquely identifies a particular property of interest. In an alternate embodiment, the industry standard

- 2 -

product identifier may well be used to denote a domain name (e.g., a particular server). One example in accordance with the HTTP messaging protocol is presented below, wherein an MLS identifier is used to denote a web site wherein the following domain name may be provided via the HTTP messaging protocol:

~~http://~~BC57402.homelist.com

In accordance with the above example, the ISPID is used to denote the domain, rather than a particular information page/directory.

Please replace paragraph beginning on page 26, line 4 with the following paragraph:

In accordance with the illustrated example embodiment, information server **203** recognizes five (5) different marketing codes, one each associated with print advertising, sales person advertising/referrals, radio advertising, television advertising and Internet advertising. Thus, an example request for information in accordance with the HTTP protocol might look like the following ~~URL~~server/resource identifier: ~~http://~~www.homelist.com/BC54705BG, which represents that the user requesting information on the product identified by ISPID BC57403 learned of the information page through an advertisement in a particular publication, in this case a buyers guide. In the foregoing example embodiment, simple codes are used to illustrate the teachings of the present invention. Nonetheless, those skilled in the art will appreciate that marketing codes of greater or lesser complexity may well be used depending on the amount and detail of information the hosting enterprise requires. Accordingly, the use of

marketing codes of greater or lesser complexity in accordance with the teachings of the present

invention is anticipated by the teachings herein.